

Form PTO-1449 Modified		Docket No. MSFT-2856/304813.01	Application No. Not Yet Assigned
List of Patent and Publications Cited by Applicant (Use several sheets if necessary)		Applicant Abhijit Kundu	
U.S. Department of Commerce Patent and Trademark Office		Filing Date Herewith	Group Not Yet Assigned
		Confirmation No. Not Yet Assigned	
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)			
DF	1	“Web tracking invigorates firm’s marketing efforts,” <i>Communications News</i> , 2002, 40(2), 26	
DF	2	Ball, T. et al., “An Internet Difference Engine and its applications,” <i>COMPCON ’96. Technologies for the Information Superhighway Digest of Papers</i> , February 25-28, 1996, 71-76	
DF	3	Beeferman, D. et al., “Agglomerative clustering of a search engine query log,” <i>Proceedings of KDD-2000. Sixth ACM SIGKD International Conference on Knowledge Discovery and Data Mining</i> , August 20-23, 2000, 407-416	
DF	4	Detlor, B., “Internet-based information systems use in organizations: an information studies perspective,” <i>Info. Systems J.</i> , 2003, 13(2), 113-132	
DF	5	Gong, W. et al., “Measuring web advertising effectiveness in China,” <i>J. Advertising Res.</i> , 2003, 43(1), 34-49	
DF	6	Kitts, B. et al., “Cross-sell: a fast promotion-tunable customer-item recommendation method based on conditionally independent probabilities,” <i>Proceedings of KDD-2000. Sixth ACM SIGKD International Conference on Knowledge Discovery and Data Mining</i> , August 20-23, 2000, 437-446	
DF	7	Scharl, A., “Explanation and exploration – Visualizing the topology of web information systems,” <i>Int. J. Human-Computer Studies</i> , 2001, 55(3), 239-258	
DF	8	Thiébaut, D.F., “Web tracking and graphing with Pgperl,” <i>Computers in Physics</i> , 1996, 10(5), 420-425	
EXAMINER /David Faber/		DATE CONSIDERED 06/07/2006	